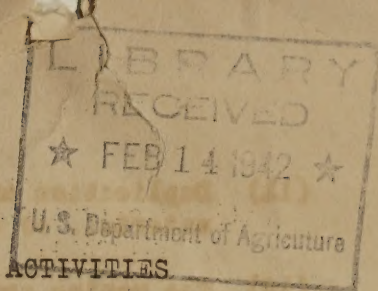


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Division of Extension Information
U.S. Extension Service, U. S. D. A.



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STATISTICAL REPORT OF EXTENSION INFORMATION ACTIVITIES
OF THE EXTENSION SERVICE, U. S. D. A.

Fiscal Year 1940-41

Specialized Extension Materials

- (1) More than 1,000 different Department-policy press statements obtained and rushed, many of them by air mail, to Extension workers, most of them to directors and editors.
- (2) Two hundred and fourteen different news stories, 648 radio flashes, and 55 homemaker releases sent exclusively to Extension editors for localization and use.
- (3) Eight articles prepared for the Director's signature for use in national magazines.
- (4) Special pictures and information for use in stories about Extension Work sent to 43 national and regional magazines.
- (5) The scheduling of 59 coast-to-coast radio programs on Extension Work. Special national news and radio coverage was also provided for such events as the National Club Congress, National 4-H Camp, and National Dairy Show.
- (6) Eighteen talks prepared for the Director on subjects furthering Extension Work or related subjects; six talks prepared for other members of the staff.
- (7) Prepared annual report to Congress on Cooperative Extension Work, the Extension portion of the Secretary's annual report, and statements on the high lights of Extension Work in 26 States.
- (8) Fourteen publications prepared or edited for printing; also 40 mimeographed and multilithed numbered publications, 35 sets of film-strip lecture notes prepared and mimeographed, and 2,103 other duplicated jobs handled. Many of these required considerable art and lay-out work in addition to preparation and editing of copy.
- (9) The handling of 22,000 requests from Extension workers for nearly 3,500,000 copies of publications.
- (10) The making of 27 new film-strip series for field educational use, revision of 8 series, and distribution of 10,900 film strips to Extension workers.

- (11) Duplication and distribution of 8,000,000 pages of information material, or an average of around 80 pages per working minute.
- (12) The making and distribution of around 1,900 photographic prints to field Extension workers, magazines, and the like.
- (13) Intensified efforts in teaching visual methods, with renewed emphasis on field instruction, 2- by 2-inch color slides, developing story-telling series of photographs, and perfecting the established film-strip service.
- (14) Assistance by information specialists. Twenty States were visited and specifically assisted by the radio specialist in holding radio training schools for extension workers, 10 by the visual specialist during the 2 months employed, and 16 by the Extension photographers. Practically all Extension editors were contacted in meetings, if not by special visits.
- (15) Planning suggested information campaigns, and supplying mats, suggested circular letters, suggested news and radio releases, local leaflets, posters, etc. In the supplementary cotton program alone, 19 different types of supporting material were sent to the field.
- (16) Regular distribution of current economic reports, news bulletins, important talks, and similar material.
- (17) Preparation of several hundred drawings for use in animating local Extension circular letters, leaflets, and the like; preparation of sets of charts, such as a printed "Food is Strength" series of 13 charts, for field Extension use lettering of 67 cloth charts; preparation of 32 graphs, 34 maps, material for 5 exhibits.
- (18) Reviewed all State publications, radio, visual and other information plans of work and suggested improvements.
- (19) Promoted the exchange of informational techniques among Extension editors by sending around examples of good publications, radio talks, illustrated circular letters, and the like.
- (20) The Extension Service Review was published monthly to provide Extension workers with news about extension work in other States, exchange information on extension methods, and to give them background information on new trends and developments in agricultural programs.
- (21) The National Defense Information Sheet (blue sheet) was established in cooperation with the Office of Information in October 1940, primarily to give directors advance tips on new agricultural defense developments. The distribution was expanded to include all other agencies and agricultural organizations. The sheet was then rewritten each week to incorporate items of more specialized Extension interest.

Motion Pictures

- (1) Thirty new motion pictures produced and released, dealing with various phases of the A. A. A. program, Extension work, farm credit, conservation, livestock improvement, and forestry.
- (2) Five old films revised and released.
- (3) On June 30, 1941, 26 new pictures were in production, and five old films in the process of revision.
- (4) Cooperative arrangements made with 11 additional institutions for the distribution of movies, bringing the number of State depositories to 32.
- (5) Two thousand, one hundred and one prints (2,626 reels) added to the Department's stock, making a total of 6,800 prints on 143 subjects now being distributed.
- (6) One thousand, two hundred and thirteen showings of agricultural motion pictures conducted for Department personnel and invited guests in Washington.
- (7) Department films were booked for and shown before 90,000 nontheatrical groups.
- (8) Reports indicate that 36,000,000 people saw Department pictures, including theatrical and commercial showings.
- (9) One thousand and ninety eight reels of Department motion pictures were sold.
- (10) Cooperation was developed with the State Department in its program of cultural relations with South America by furnishing films for showings in these countries, and in making Spanish versions of several pictures.

Exhibits

- (1) Forty-three new exhibits built as a part of the regular exhibit program.
- (2) Five exhibits prepared for special use by various Department agencies.
- (3) Seven exhibits extensively revised, and 10 carload groups renovated.
- (4) Ninety-six Department exhibit displays arranged and conducted.
- (5) Two carload displays sent to the New York World's Fair.
- (6) A carload of exhibits sent to the Golden Gate Exposition.
- (7) Two carloads of special exhibits prepared and shown at the American Negro Exposition in Chicago.

